

The Resource Conservation Challenge



RCC Stakeholder Meeting

June 20, 2003

Arlington, VA



Questions to Answer

- ☞ Why do we need a program focused on resource conservation?
- ☞ How has the RCC evolved since our announcement last September?
- ☞ What are the building blocks and goals of the RCC?
- ☞ How can you participate in the RCC?

Our Initial Environmental System



- ☞ Over the last 20 yrs, we've developed and largely implemented a regulatory system that addresses releases from major sources of pollution
- ☞ This system addressed immediate threats to our health and environment and works to prevent new exposures.
 - Built to respond to media specific problems, the system has become complex and has lead to “stovepipes” around specific media.



The Current Transition Phase

- ☞ Beyond the traditional stress population growth puts on our resources, we're now facing new and different problems:
- Growth of our economy and new technologies allow process inefficiencies that waste resources to continue
 - Unregulated and new materials with unique life cycles and constituents

What Type of System Do We Need For the Future?



☞ A focus on materials management, not just pollution management.

- We need to make significant gains in:
 - Pollution prevention, recycling, reuse of materials
 - Reducing the use of toxic constituents
 - Conserving energy and materials

☞ This is where you come in.



Designing the New System

- ☞ This thinking of “stewardship”, “sustainability”, “industrial design”, “waste as food” is not new.
- ☞ Many of you already been tinkering, designing, tweaking, testing this new system.
 - It’s likely the reason you’re here today
- ☞ Well, we think it’s time for everyone to learn from your successes and experiences and scale up.



Our Initial Prototype

☞ Let's go back 6 months, kick off of the RCC

- Austin, TX, one good idea, one program
- Challenging Americans to meet or beat 2 goals.
 - National recycling rate
 - 30 waste minimization priority chemicals
- 68 projects – their hallmarks: flexibility, partnerships, innovations.



What the Announcement Did

- ☞ Generated significant interest
- ☞ Events and accomplishments quickly followed:
 - National Waste Min Partnership Program
 - BMPs for shooting ranges with lead problems
 - New Hampshire recycling event electronics
 - A historic house deconstruction and reuse, Univ of Fla, EPA, Gainesville
 - Coal Combustion Products Partnership (C2P2)



Feedback We Received

- ☞ Clear focus on waste and energy, but a material's life cycle is bigger than one program
- ☞ Are you coordinating effectively with the rest of EPA and are they ready?
- ☞ Many of you talked of:
 - Need to expand our focus
 - Need to involve other programs
 - Need to develop a working model of the program
 - Need to get input of external stakeholders



How Did We Respond?

☞ Since the initial announcement:

- Lots of internal focus on coordination, design
 - More still needs to happen (OW, OAR, ORD, FEE)
- Have the attention of senior managers
 - OSWER, OPPTS, OPEI, OECA, OAR, OW, ORD, States, Tribes now involved in planning
- We haven't lost sight of the good work on resource conservation that continues to rolling right along



Where Do We Stand Today?

- ☞ As Linda Fisher said “after nine months of work...the RCC is not just a good idea, it’s a GREAT idea,” but we need your help.
- ☞ We’re working to:
 - Become life cycle and multi-media inclusive
 - Improve internal coordination through a Steering Committee (including States/Tribes)
 - Continue discussions with external stakeholders
 - Identify initial areas of focus



The Hardest Part is Next

- ☞ As I said, many of you have been working multi-media, cross-program, stewardship, materials management for a while.
- ☞ We're now with you.
- ☞ The biggest challenge:
 - Can we (together) go from the project level to the Program level?



Our Goals for Today

☞ As Marianne outlined, we've got some work to do today:

- Discuss concepts and building blocks of the RCC
- Understand your expectations, needs, and input regarding direction and partnerships
- Build momentum and provide guidance for development of partnerships
- Illustrate concepts using examples from cluster groups
- Prepare you to explain the RCC and solicit input from your constituencies.



RCC Key Building Blocks

- 🐸 ***“Challenges”*** to address specific national environmental problems through voluntary partnerships
- 🐸 ***Measurable outcomes*** to drive environmental improvement
- 🐸 ***Agency coordination & alignment*** to meet challenges



Additional Building Blocks

- ☞ *Materials life cycle approaches*, not just end of pipe solutions
- ☞ *Appropriate tools* to influence change in behavior
- ☞ *Elevation of ideas* from the local/state/regional level to national focus and from one business to an entire industry sector



RCC Program Goals

- ☞ Improve environmental awareness and positively change behaviors
- ☞ Design an environmental system that's prepared for the next 20 yrs.
- ☞ Institutionalize this system at EPA and with our State partners



RCC Environmental Goals

- ☞ Prevent pollution and promote recycling and reuse of materials
- ☞ Reduce the use of priority chemicals at all life cycle stages
- ☞ Increase energy and materials conservation

Objectives, Targets, & Measures



- ☞ From these broad 3 goals, we need to get more specific
- ☞ Documenting the positive environmental change is critical to the success of the RCC as a “Program”
- ☞ Our “initial areas of focus”, “clusters”, “challenges” will be key in this regard



What's In the RCC?

- ☞ We don't have the resources to take on everything coming our way.
- ☞ Looking for:
 - National environmental problems
 - Ability to elevate solutions to higher level
 - Measurable outcomes
 - Life cycle solutions

How Do We See Challenges Developing?



- ☞ Internal or externally identified national environmental problem
- ☞ Proposal of environmentally acceptable solution
 - Focused on non-regulatory approaches that are achievable through voluntary partnerships
 - Need to be open to innovations
 - EPA's job to review/approve "acceptability"
- ☞ Identification of measurable goals and targets
 - Data must be "in the sunshine", with credible QA/QC



Starting a Partnership?

- ☞ Begin a dialogue with stakeholders
 - bring together those needed to achieve the solution
- ☞ Agree on:
 - problem, solution, goals, and measurement
 - activities each partner will take on
- ☞ Announce your partnership
- ☞ Document and publicize results

What Does the RCC Do For You?



- ☞ Provides coordination and alignment of Agency resource conservation programs
- ☞ Captures the attention of Agency senior managers to your challenge
- ☞ Recognizes your activities that result in resource conservation
- ☞ Assists you in reducing costs and environmental impacts



Changes in Behavior

- ☞ At all levels, the RCC is about changing behaviors to undertake an improved environmental ethic.
- ☞ The slogan: “What can you save today?” asks each of us to change our behavior.
- ☞ There are many drivers, tools, and incentives that have the potential to assist in these changes.



Drivers of Change

External

- Market Forces
- Laws & Regs
- Public Opinion
- Shared Data
- International Climate

Internal

- Org. Culture
- Cost Reductions
- Liability and Insurance
- Improved Image
- Purchaser Specifications



Incentives for Change

☞ There are numerous rewards and benefits from making positive environmental changes, for example, EPA may provide:

- Public recognition
- Federal purchasing power
- Lower inspection priority
- Use of EPA/program logos
- Grant money
- Regulatory flexibility



Tools to Achieve Change

☞ Examples of tools include educating on the use of and/or providing:

- Compliance assistance
- Environmental management systems
- Performance measurements and environmental indicators
- Reward-based programs
- Supplemental environmental projects

What Are the Current Challenges?



- ☞ We identified several areas with ongoing work to address already identified problems
- ☞ These had voluntary partnerships already in place, well on the way, or needed.
- ☞ Key stakeholders involved:
 - local, state, federal governments
 - trade associations, industry sectors, individual businesses
 - environmental groups, academia, policy groups.



Current 2003 “Clusters”

♻️ Green Buildings

♻️ Electronics

♻️ Tires

♻️ Targeted Chemical
Reduction

♻️ Hospitals

♻️ Industrial Waste

♻️ Schools

♻️ Paper

♻️ Construction and
Demolition Debris



Cluster Groups have:

- ✓ Developed project lists
- ✓ Identified and coordinated opportunities for near-term success and results
- ✓ Developed communications plans
- ✓ Suggested objectives for the future



Examples

- The National Waste Min Partnership Program
- Initiated inside
- Meets the “criteria”
 - The Challenge: by 2008, reduce by 50% the generation of the priority chemicals in hazardous waste.
 - We will use waste minimization techniques, such as substituting chemicals; changing manufacturing processes; reusing products; and promoting recycling activities.

Carpets and Product Stewardship



- ☞ Initiated outside
- ☞ Establishes a goal of diverting 40% of used carpets from landfills by 2012
 - MOU creates a new industry-funded organization to support the development of recycling infrastructure and provides for government procurement and market development initiatives to support this undertaking.
 - Asks manufacturers to assume responsibility for their product throughout its lifecycle, from design to disposal.



Electronics Cluster

🦋 Broad cluster that looked closely at life cycle through extended product stewardship

- Two areas of initial focus: design, recycling
- Developed and developing:
 - Stakeholder discussions
 - Core program criteria
 - Timeline for progress
 - Ability to scale up to the next level
 - Developed tools, e.g., EMS
 - Measurable, working on targets



Organics Cluster Next?

- ☞ A good idea? Yes
- ☞ National problem? Possibly
- ☞ Interest groups? Yes
- ☞ Ability to measure results? We'll see
- ☞ Etc.....

What If It Doesn't Fit In a Current Cluster?



- ☞ Naively, we asked our Regions a simple question, “so what are your RCC projects?”
- ☞ They responded with over 400 projects related to our three RCC goals
- ☞ Many of these don't fit into one of the current clusters, but have tremendous potential to be the next cluster or an idea that could grow into a cluster.
 - The RCC needs to find those diamonds in the rough.
- ☞ Others projects have the ability to reach consumers and targeted groups to educate and motivate.

Examples of Life Style Projects



- ☛ The “You Dump It, You Drink It” used oil campaign provides educational materials in both Spanish and English.
- ☛ Public Service Announcements – EPA is reaching out to the urban African American community to build neighborhood support recycling and sound waste management. Radio PSAs currently running in the 10 largest African American radio Markets.
- ☛ Hollywood messages



Go Do Good Things

☞ But remember,

- Please form a partnership
- Please choose environmentally acceptable solutions
- Please set goals, targets, measures
- Please look to grow and elevate solutions
- Please stay motivated to conserve resources